

Communication and Mass Media Complete

New Search | Publications | Cited References | Thesaurus | More

Sign In | Folder | Preferences | Languages | New Features! | Help

Searching: **Communication & Mass Media Complete** | Choose Databases »

market* research OR poll* in Select a Field (optional) Search Clear ?

AND demographic* in Select a Field (optional)

AND in Select a Field (optional) Add Row

Basic Search | Advanced Search | Visual Search | Search History

Search Options Reset

Search modes ?

- ☒ Boolean/Phrase
- ☐ Find all my search terms
- ☐ Find any of my search terms
- ☐ SmartText Searching [Hint](#)

Apply related words ☐

Also search within the full text of the articles ☐

Limit your results

Full Text ☐

Scholarly (Peer Reviewed) Journals ☐

Publication

References Available ☐

Published Date from Month Year to Month Year

Publication Type

- All
- Academic Journal
- Book

Database Description: Communication & Mass Media Complete provides the most robust, quality research solution in areas related to communication and mass media. CMMC offers cover-to-cover (“core”) indexing and abstracts for over 370 journals, and selected (“priority”) coverage of over 230 more, for a combined coverage of over 600 titles. Furthermore, this database includes full text for more than 240 journals.

Off-campus access via: UA Proxy Server and OhioLINK Remote Authentication

To link to the database:

- Via the UA Libraries alphabetical list of databases: <http://library.uakron.edu/search/y?SEARCH=c>
- Via the OhioLINK database list: <http://www.ohiolink.edu/resources.cgi>

Communication and Mass Media Complete

Search Tips:

Wildcard / Truncation: *Communication and Mass Media Complete* uses an asterisk (*) to replace an unlimited number of letters follow a word root and a question mark (?) to replace a single character inside a word.

Boolean Operators: *Communication and Mass Media Complete* uses: AND, OR, NOT

AND: Finds records that contain both words, although not necessarily in the same sentence or in the given order. AND ties the two concepts together and provides a more narrow search than just a single word alone.

OR: Finds records that contain either word or both words. Use OR for synonymous or related terms; this broadens the search.

NOT: Finds records that contain the first word and that do not contain the second word.

Proximity Operators: You can use a proximity search to search for two or more words that occur within a specified number of words (or fewer) of each other. The proximity operators are composed of a letter (**N** or **W**) and a **number** (to specify the number of words). The proximity operator is placed between the words that are to be searched, as follows:

Near Operator (N) - **N5** finds the words if they are within *five words* of one another regardless of the order in which they appear.

Within Operator (W) - **W8** finds the words if they are within *eight words* of one another and in the order in which you entered them.

Field Searching: The default fields for unqualified searches consist of the following: all authors, all subjects, all keywords, all title info (including source title) and all abstracts. Field specific searches may be performed on the following fields: All text, Author, Title, Subject terms, Abstract, Journal name, Company entity, Geographic terms, or People mentioned in the article.

Limiting: Limit results by **date**, **publication type**, **number of pages**, **peer-reviewed**, and more!

Locating Full Text: Many articles are readily available as either HTML (word-processed full text within the database) or PDF files (links to scanned images of the article). Articles without full text may link to full text with the "Find It" link.

OhioLINK's OLinks Linking Service: Click **FIND IT** to discover how to get a copy of the article:

- If the full text of a journal article is available online, FIND IT can connect you directly to it.
- If online full text is not available, check whether your library owns the journal in print or any other format.
- If this item is a book and is found at an OhioLINK library, you can determine whether your library owns it, or request it from another library.

Need Help?

- Stop by the library or call the Wayne College Library Information Desk at (330) 684-8789
- Text your brief questions to (330) 828-6773
- Send an email message to waynelibrary@uakron.edu
- Chat with us live at <https://www.wayne.uakron.edu/library/chat.dot>